



## **ROSANNE FOUST**

President and CEO, SAMCEDA
April 2020





## **Supporting the County's COVID-19 Efforts**

- County Manager's Office liaison to the business community
- <u>SAMCEDA.org</u> business resource page updated daily
- San Mateo County COVID-19 Business Economic Impact Survey
- Facilitated the design, development and launch of the <u>San Mateo County Strong Fund</u>, including <u>COVID-19 PSAs</u>, multilingual messaging, targeted donation outreach to companies, high-net worth individuals and cities/towns
- Information sharing with cities/towns, Chambers of Commerce, CVB, trade/associations, non-profits, Core Service Agencies, elected officials, & other stakeholders





# **Business Resource Page: SAMCEDA.org**



- <u>Business resource page</u> updated daily with key information sections:
  - COVID-19 General Resources
  - COVID-19 Financial Relief
  - COVID-19 Business Continuity Action Plan
  - COVID-19 Business Resources
  - Zonehaven (what's open in SMC, restaurants, medical, social services, etc.)
  - Jobs for Hire
  - Volunteer Opportunities
  - <u>Cities & Towns Links</u>
  - Chambers of Commerce/Partner Organization Resources
  - Education Resources
- 29,488 page views since March 17, 2020

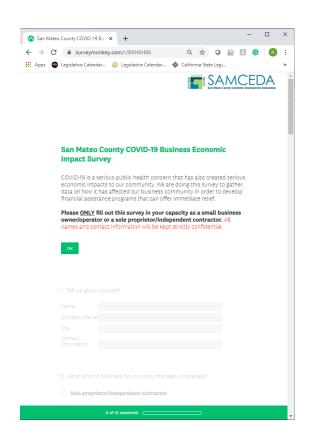




## San Mateo County COVID-19 Business Economic Impact Survey

### 1,138 survey responses to date (not all respondents listed a city):

0	Atherton	2
0	Belmont	27
0	Brisbane	10
0	Burlingame	95
0	Colma	15
0	Daly City	45
0	East Palo Alto	17
0	Foster City	119
0	Half Moon Bay	66
0	Hillsborough	1
0	Menlo Park	74
0	Millbrae	53
0	Pacifica	33
0	Portola Valley	3
0	Redwood City	179
0	San Bruno	24
0	San Carlos	110
0	San Mateo	197
0	SSF	35
0	Woodside	2





(As of 4/14/20)



## San Mateo County Strong Fund

## San Mateo County Strong Fund

- Worked with County Manager's Office & Silicon Valley Community (SVCF) Foundation to establish a San Mateo County-specific fund under the SVCF umbrella 100% of funds stay in the County
- Finalizing agreement with San Mateo Credit Union for online application process including Cityspecific earmarked funds for small business
- Launched a fundraising effort targeting major donors and high net-worth individuals

### **PLEDGES TO DATE:**

- AT&T \$20,000
- Chambers of Commerce \$4,000
- Franklin Templeton \$10,000
- Gilead \$1,000,000
- Google \$50,000
- Heritage Bank of Commerce \$3,000
- Millbrae Community Foundation \$10,000\*
- PG&E \$15,000 (in addition to SVCF regional contribution)
- Provident Credit Union \$2,500
- Pledge of \$25K from Comcast
- Florence Fang \$10K (matching donation)

SVCF Donations (as of April 13)	689	\$ 255,780.42
General Support	335	\$ 149,445.51
Nonprofits	46	\$ 14,257.52
Residents	1	\$ 10,000.00
Small Business	101	\$ 21,508.97
Individuals/Families	206	\$ 60,568.42





# Working with Cities, Chambers, CVB, & Other Stakeholders

- Hosting informational calls with all interested stakeholders
- Co-hosting informational video conferences with Chambers, elected officials, city managers and economic/community development staff:
  - Burlingame/SFO Chamber
  - East Palo Alto City Council
  - Foster City Chamber and BLC
  - Pacifica City Council
  - Pacifica Economic Development Committee
  - Redwood City/San Mateo County Chamber
  - San Bruno and South San Francisco Chambers
  - San Bruno City Council
  - San Carlos City Council
  - San Mateo Town Hall
  - San Mateo County Silicon Valley Convention & Visitors' Bureau
  - South San Francisco Town Hall
  - Other chamber calls being scheduled or continuing regularly



## **COVID-19 Business Continuity Action Plan**

# SAMCEDA San Mateo County Economic Development Association

Indated: April 3, 2020

#### COVID-19 Business Continuity Action Plan - 2.2 (Small and Medium-Sized Business)

### New and Updated Links Added on Page 2 as of April 3, 2020

Please know that all businesses, no matter the size or industry are important to the economic health and well-being of our communities. We recognize, appreciate and understand the uncertainty many of you are facing and want to assure you that the <u>County of San Mateo. San Mateo County Economic Development Association</u> (<u>SAMCEDA</u>) your <u>Chambers of Commence</u> and your respective <u>offices and towns</u> are working day in and day out developing solution.

First, your government is working as fast as possible at the federal, station, county, and city levels to deal with the public health crisis created by the COVID-19 pandemic, which includes urging everyone to obey the stoy-at home order in San Mateo County and all of California to save your life and the lives of everyone around you.

The second most important priority is to ensure San Mateo County's healthcare system, including all of it can hospitals and temporary hospital beds, have the resources, ventilators, and healthcare professionals to deal with the surge in patients that is coming. We are only weeks behind what we see in New York on television.

As a small or medium-sized business conner or operator, you can't wait for the government to save your business. The funding from the \$2 trillion oldfar federal stimulus bill and programs at the state, country and roly level with the available immediately - it will take several weeks to several months for all of the money to get in the hands to those who need it most.

Many of you may have already checked off the options/suggestions below, but for those who have not we encourage you to consider which of the following steps best serves you, your business and your employees:

- Have you reviewed revenue and expenses and cut everything non-essential today to survive the next 30-60-90 days?
- Can you take your business online, offer take-out/delivery, provide consulting services or online classes via video conferencing?
- Are you equipped to take online payments through companies like <u>Stripe</u> or <u>Paypal</u>?
- Have you contacted your landlord or your mortgage lender to determine your options to defer payments or make partial payments until after the shutdown order is lifted?
- Have you contacted your accountant and/or business attorney to discuss how to help your employees through continued payroll or unemployment benefits?
- Have you contacted your bank/financial institution to see what they are offering: business line of credit, short term loans, etc.?
- Have you discussed with your vendors and suppliers deferring payments or making partial payments?
   Have you looked at what your utility and communication service providers are offering: PG&E, Comcast,
- Have you carefully reviewed local resources to determine what federal and state programs are available
  to you as a small business owner or self-employed individual (resource links on page 2)

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### Your local business owners have to take the first steps:

- Have you reviewed revenue and expenses and cut everything non-essential today to survive the next 30-60-90 days?
- Can you take your business online, offer take-out/delivery, provide consulting services or online classes via video conferencing?
- Are you equipped to take online payments through companies like <a href="Stripe">Stripe</a> or <a href="PayPal">PayPal</a>?
- Have you contacted your landlord or your mortgage lender to determine your options to defer payments or make partial payments until after the shutdown order is lifted?
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- Have you contacted your bank/financial institution to see what they are offering: business line of credit, short term loans, etc.?
- Have you discussed with your vendors and suppliers deferring payments or making partial payments?
- Have you looked at what your utility and communication service providers are offering: PG&E, Comcast, AT&T, Verizon, etc.?
- Have you carefully reviewed local resources to determine what federal and state programs are available to you as a small business owner or self-employed individual?

To view the document, click here.



## **Financial Assistance**

### San Mateo County Strong Fund

- Small Business Assistance Grant Overview
  - Local Partner: San Mateo Credit Union
  - Board of Supervisors action on Small Business Grant criteria: April 20<sup>th</sup>
  - Extensive outreach and communication regarding online application process prior to launch





### **Federal Assistance**

- Small Business Administration (SBA)
  - Paycheck Protection Program (PPP)
  - Economic Injury Disaster Loan (EIDL)

### State Assistance

- Employment Development Department (EDD)
  - Unemployment insurance includes independent contractors and self-employed
- IBank
  - Small Business Disaster Relief Loan Guarantee Program
- California Capital Access Program (CalCAP)

### Grants

- Facebook Small Business Grants Program
- Salesforce Care Small Business Grants
- Verizon Small Business Recovery Fund

